



CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

ENERGY STAR® Qualified Residential Light Fixtures: *How to Promote Products AND Energy Efficiency*

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy-efficiency. It identifies products, including residential light fixtures, in more than 40 different categories, that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

How do residential light fixtures earn the ENERGY STAR?

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

ENERGY STAR qualified residential light fixtures use fluorescent technology, providing the same quality light output as incandescent bulbs, but using less energy and lasting longer. They also use pin-based light bulbs to deliver hard-wired energy savings, resulting in better quality lighting.

Qualified residential light fixtures **use two-thirds less energy than standard incandescent bulbs**. Customers can save more than \$60 each year on energy costs when the five most frequently used fixtures are replaced.

[Manufacturers to insert photo of their residential light fixtures here]

(include model name or number)

Why sell ENERGY STAR qualified residential light fixtures?

They are **Quality Products**: ENERGY STAR qualified residential lighting fixtures must meet strict criteria and come with a 2-year warranty – double the industry standard.

With **Non-Energy Benefits**: On average, qualified residential lighting fixtures use bulbs that last about seven years with regular use, which means changing a bulb less frequently – great for hard-to-reach places.

What **Customers Are Asking For**: More than 60% of Americans recognize ENERGY STAR as the symbol for energy-efficiency. Many of your retailers carry other ENERGY STAR qualified products.

Consumers can save \$30-75 in energy costs per year depending on the type of fixture.

How should I promote ENERGY STAR?

Consumers want to protect the environment but are often unsure of where to start. With energy prices on the rise, they also want ways to cut utility bills. ENERGY STAR qualified products help consumers do both!

Showroom Support: Take advantage of joint efforts between ENERGY STAR and showrooms, through ALA and other channels, to promote qualified residential light fixtures in-store. With growing demand for energy efficient products, showrooms are looking to increase their inventories.

Utility Support: Many utilities across the country offer rebate and incentive programs for ENERGY STAR qualified products. Encourage sales associates to check with local utilities for incentives or visit the ENERGY STAR store locator and utility rebate finder at

- Store locator:
- Database for Incentives:

New Demands in the Marketplace: *Increasing standards.* Several state legislatures recently introduced measures attempting to establish minimum energy efficiency standards for a variety of product categories. ENERGY STAR qualified products already meet these minimum requirements.

Builder interest. ENERGY STAR qualified products can help builders further differentiate themselves in the marketplace, while ensuring that customers receive high-quality products and return on their investment.

In-store promotion ideas

Improve customer awareness and access to qualified models. Here are a few ideas to share with showrooms:

- Print and place ENERGY STAR hang tags on all displayed qualified models.
- Co-brand a poster with a retailer or lighting showroom.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of all your qualified energy-efficient products.
- Offer sales associate training on qualified **[insert brand]** products.
- Reach a broader audience by using selected marketing materials available in Spanish.

Which **[Insert Brand]** models display the ENERGY STAR to date?

[Manufacturers to insert their list of model numbers here]

[Manufacturers to insert photo of their residential light fixture here]

(include model name or number)

For more information about the ENERGY STAR program and other Qualified Products: Visit www.energystar.gov or call the ENERGY STAR Hotline at **1 888 STAR YES (782-7937)**